

BPM: Now it's social

Transforming processes with a smarter workforce



Highlights

The changing nature of how work gets done

The pace of technology has ushered in a “social era” of work as knowledge workers influence how work gets done. They need a more-collaborative, unstructured approach that requires social capabilities in order to complete processes.

The market has changed

The social media revolution is changing the way people interact, creating new relationships that require collaboration. This is especially true in the world of process.

A business that uses social methods to shift its business processes to facilitate innovation, collaboration and engagement is a social business. By activating networks of people that apply relevant content and expertise to improve and accelerate how things get done, a social business can deliver unprecedented return for the time invested.

Today's business leaders must consider cultural, organizational and technological implications as they set out upon this journey. They must define the correct problem to address, starting with processes that are core to their business and which have the potential to create business value in areas such as marketing, sales, offering development and customer service. The optimal core business process will be one that relies heavily on knowledge workers, where sources of innovation are at a premium, where process flows can adjust dynamically to change, and where “agents of change” can thrive.

Social business process management (BPM) is a key component to becoming a social business. The integration of social capabilities into core business processes is creating new opportunities for competitive advantage. IBM Business Process Manager software combines core BPM capabilities with robust social capabilities in a manner that fosters collaboration to achieve the optimal process outcomes. This powerful approach can yield dramatic results throughout virtually every area of your business.

- **Market management process: Marketing**
Your team can now do market segmentation in near-real-time.
- **Critical situation process: Customer Service**
You can find who can best help you address an urgent problem for your client.



- **Talent management process: Human Resources**
You can anticipate and react to competitive “poaching” of your top talent.
- **Lead development process: Sales**
Your team can use predictive analytics to gather insights into what customers will buy next.
- **Software deployment process: IT**
You can find the technical expertise to fix an error in your enterprise resource management (ERP) system.

IBM Business Process Manager provides social capabilities to facilitate collaboration and to empower “agents of change” within your organization. Designed to be an enterprise system of record for processes, IBM Business Process Manager can integrate with the core systems that run your business, such as IBM Connections software, an enterprise-grade social software for business that enables you to access the right people and content in your professional networks and communities—both internally and externally.

For more information

Many IBM customers who use IBM Business Process Manager see results within 10 weeks. To learn more, please contact your IBM representative or IBM Business Partner.

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We’ll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: ibm.com/financing



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